



Women in Defense, A National Security Organization (WID)
National Fall Conference

“Defense Professionals in Transition: People, Markets, and Tools”

Arlington, VA
15 October 2008

Conference Agenda

Transitioning Industry into New Markets

Moderator: Abby Mackness, Supplier Quality Manager, Lockheed Martin Corporation

Panelists:

- Leslee Belluchie, Executive Vice President and Chief Marketing Officer, SI International, Inc.
- Deborah Rosenblum, Vice President, The Cohen Group and former DoD Policy Advisor for Homeland Security

WID National Conference Chapter Pictures

**Women In Defense, A National Security Organization (WID)
National Fall Conference**

Defense Professionals in Transition: People, Markets, and Tools

Marriott Gateway Crystal City
Arlington, Virginia
October 15, 2008

Conference Sponsor: Booz Allen Hamilton

7:15 a.m. Registration opens

7:45 a.m. Breakfast -HORIZONS Scholarship Awards
Ella Schiralli, HORIZONS Scholarship Director, 3M Company

The Day's Topics and Expectations
Eileen Giglio, Secretary, WID National; Alexandria, VA

Participate in a roundtable discussion of the day's topics and express views, concerns, and expectations for the conference.

9:30 a.m. Welcome and Introductions
Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC

9:45 a.m. Today and Tomorrow: Redefining Military Power for the 21st Century
Introduction: Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC

Speaker: Dr. Lani Kass, Special Assistant to the Chief of Staff of the U.S. Air Force

Dr. Kass will address the Air Force's approach to defining the cyberspace domain and organizing for the cyberspace mission, with the vision of establishing cross-domain dominance, the integration of air, space, and cyberspace dominance.

10:45 a.m. Transitioning Industry into New Markets

Moderator: Deanna St. Onge, Supplier Quality Manager, Lockheed Martin Corporation

Panelists:

- Rear Admiral Mary Landry, USCG, Director of Governmental and Public Affairs, United States Coast Guard (*Invited*)
- Leslee Belluchie, Executive Vice President and Chief Marketing Officer, SI International, Inc.
- Deborah Rosenblum, Vice President, The Cohen Group and former DoD Policy Advisor for Homeland Security
- Barbara Humpton, Lockheed Martin Program Manager, FBI Next Generation Identification Program

Listen to government and industry executives discuss the broadening markets for defense industry, including logistics, homeland security, international, and other non-traditional defense markets in a time of transition.

12:00 p.m. Lunch - A Story of Courage

(Sponsored by: Concurrent Technologies Corporation)

Introduction: Jane M. Walter, Immediate Past President, WID National; Booz Allen Hamilton

Speaker: Kimberly Dozier, CBS News Correspondent and the author of *Breathing the Fire*

Hear first-hand the harrowing story of America's combat injured, as told through Ms. Dozier's own experience recovering from a car bomb in Iraq.

1:30 p.m. Navigating the Political Appointment Process

Moderator: The Honorable Carolyn H. Becraft, Past President, WID National; Becraft Associates

Panelists:

- Liz Bailey, former Special Assistant to the Secretary of Defense for White House Affairs, Clinton Administration
- Jackie Arends, former Special Assistant to the President and Special Assistant to the Secretary of Defense, Bush Administration and currently Partner, Spencer Stuart

Learn about the criteria and processes for obtaining a political appointment and listen to the experts in recruiting into the defense industry.

- 2:45 p.m. National Security Priorities in the Next Administration**
Moderator: Ann Elise Sauer, Treasurer, WID National; Lockheed Martin Corporation
Panelists:
- Kori Schake, Senior Policy Advisor to the McCain Campaign
 - Susan B. Rice, National Security Priorities Advisor to the Obama Campaign (*Invited*)
 - TBD, National Security Advisor to the Barr Campaign (*Invited*)
 - TBD, National Security Advisor to the Nader Campaign (*Invited*)
- Representatives of the Presidential campaigns will discuss and answer questions about their candidates' positions and priorities on national security issues.*
- 4:15 p.m. Closing Remarks**
Susan Warshaw Ebner, President, WID National; Buchanan, Ingersoll & Rooney PC
- 4:30 p.m. Networking Break**
- 4:45 p.m. WID Annual Meeting**
- 5:30 p.m. Reception**
(*Sponsored by: Lockheed Martin Corporation*)
- 6:30 p.m. Dinner – Breaking A Glass Ceiling**
(*Dinner Sponsored by: Booz Allen Hamilton, floral arrangements sponsored by: Lockheed Martin Corporation*)
- Introduction:** Maj Gen Jeanne Holm, USAF (Ret)
- Speaker:** TBD

Bring your 2007 Conference Bags to receive a free gift!

Defense Professionals in Transition: People, Markets & Tools A Global Focus



Leslee Belluchie
Executive Vice President &
Chief Marketing Officer,
SI International

Globalization Drivers

- Economics
- Global War on Terrorism
- Internet (www)
- Politics
- Others

“The World is Flat”



Globalization of Government & Defense

- Cross Border Deals
 - The British are coming
 - and so are the Italians
 - The French are too (if France re-enters – NATO)
- Market Impacts
 - Technology evolution
 - Policy & contracting shift



Globalization of Government & Defense (cont.)

- Burden Sharing
 - Multilateralism
 - Cost sharing to support stabilization
 - Offensive & defensive missions merge
- Market Impacts
 - Nation building efforts “mainstreamed”
 - Cyber, 2nd & 3rd line defense market, etc. mature



Globalization

- Defining moment for the people, market tools that support the defense market place



Women in Defense

Abby Mackness

Lockheed Martin

October 2008



The Men and Women of Lockheed Martin



- **140,000 Employees**
- **70,000 Scientists and Engineers**
 - **25,000 IT Professionals**
- **Operations in 1,000 Facilities, 500 Cities, 50 States and 75 Countries**

Partners to Help Customers Meet Their Defining Moments

Our Core Markets



**Defense &
Intelligence**



**Civil
Government**



IT



**Homeland
Security**

IT: Common Denominator

Our Customers



- Departments of
 - Defense
 - Homeland Security
 - Commerce
 - Energy
 - Health & Human Services
 - Housing & Urban Development
 - Justice
 - State
 - Transportation
- NASA
- Social Security Administration
- Environmental Protection Agency
- U.S. Postal Service
- Intelligence Communities
- Foreign Governments

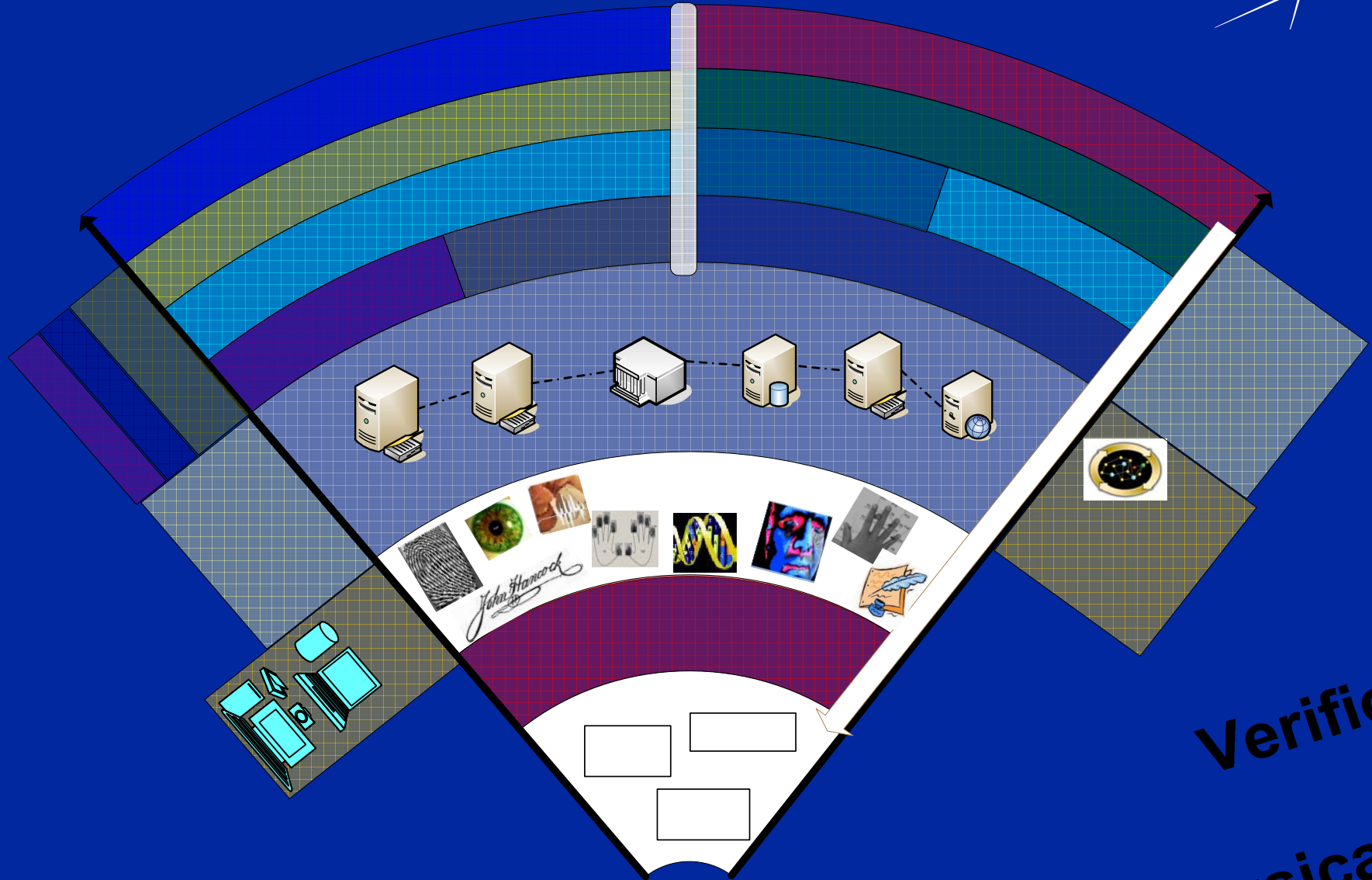
We Never Forget Who We're Working For™

Transition into New Markets



Established Offering Established Market	New Offering New Market
New Offering Established Market	Established Offering New Market

Biometrics Market Space Example



Verification

Physical & Access

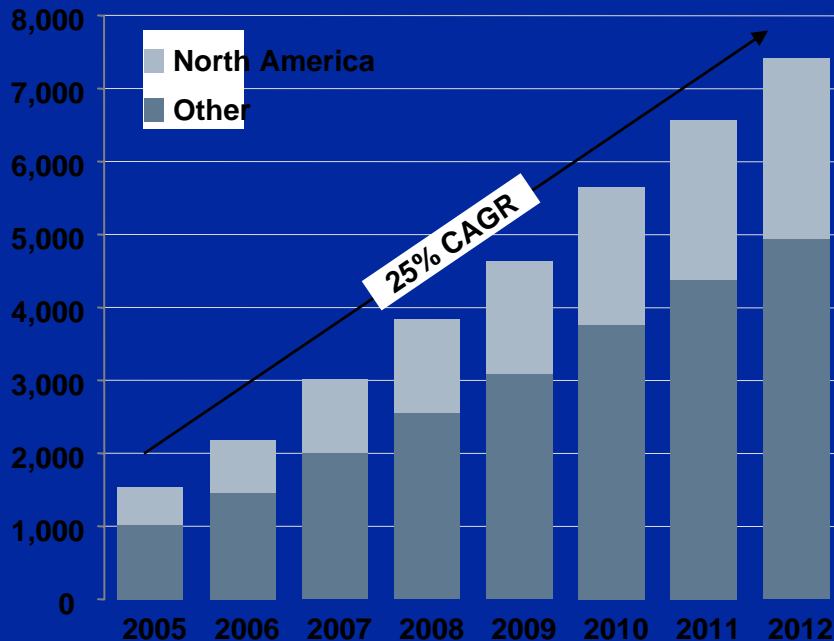
Biometrics Market



The worldwide biometrics market is projected to more than double in size, reaching some \$7.4 billion by 2012

Biometrics Market Revenues

\$ million, 2005-2012



- After disappointingly low growth in the early 2000s, the worldwide biometrics market shows promising signs of substantial growth in coming years
- The North American market is estimated at more than \$1B in 2007, about a third of the total global market for biometric applications, and is projected to grow to nearly \$2.5B by 2012
- Actual growth could prove even stronger if improved technologies and more advanced biometric solutions become available to both government and commercial customers

Sources: International Biometrics Group; Avascent Group analysis

Transition Technology Assessment



While advances in certain physiological modalities could lead to technology displacement, multimodal solutions present the most likely source of market disruption

		Description	Market Disruption Potential
Target Technologies	Fingerprint Palmpoint Facial Recognition Iris Recognition Hand Geometry Speaker Identification DNA	<ul style="list-style-type: none">• Well-established physiological biometric technologies with long track record in target markets	<ul style="list-style-type: none">• Advances in algorithms, sensors, etc. of existing biometrics could render one or more established technologies obsolete
Emerging Technologies	Vein/Vascular Pattern Facial Thermography Dynamic Signature	<ul style="list-style-type: none">• Promising physiological biometric technologies based on limited deployment or R&D	<ul style="list-style-type: none">• Increases in technology reliability and adoption rate could lead to displacement of established modalities
Other Technologies	Blood pulse Body Salinity Nailbed ID Ear Shape Gait Recognition Keystroke Scent Skin Spectroscopy	<ul style="list-style-type: none">• Non-unique or unstable physiological or behavioral biometrics, most of which are still at the early R&D stage	<ul style="list-style-type: none">• Likely to be disruptive only as integrated elements of larger multimodal solutions

Source: Avascent Group analysis





Transitioning Industry Into New Markets: Focus on Defense and Homeland Security

Deborah Rosenblum

Vice President

The Cohen Group



Agenda

- Addressing On-Going Challenges
- Key New Homeland Security Market:
The Private Sector
- Green IT



Addressing On-Going Homeland Security Challenges

- 360 Global Supply Chain Security
- Intermodal Cargo Transportation
- Defending and Protecting Against IEDs
- Anti Identify Theft



Private Sector as a New Market

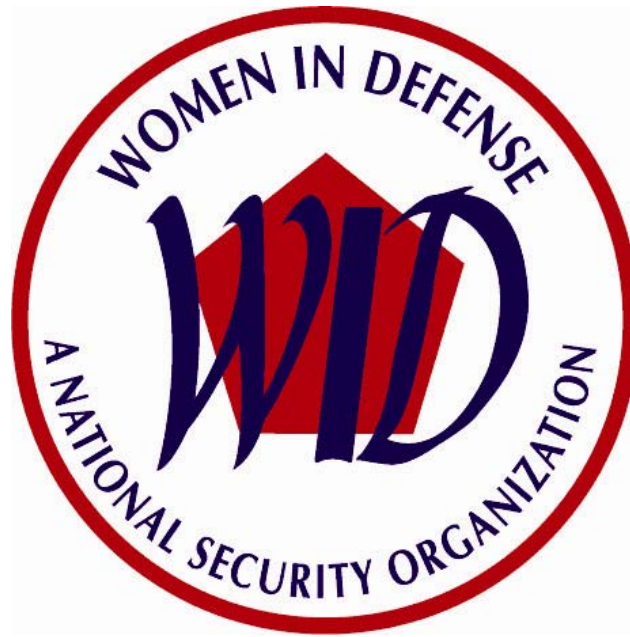
- The private sector is set to become the 2nd largest market for Homeland Security (HLS) products by 2011 behind DHS
- The private sector's procurement growth is expected to total \$28.5B between 2007-2011
- The largest private sector customers will be the chemical & petrochemical industries, the "Defense Industrial Base" and the IT Industry.

Source: Homeland Security Research Corp.



Green IT

- What Does “Green IT” Mean?
 - Optimizing Power Consumption
 - Improving Power Management
 - Reducing E-Waste
 - Developing and Implementing a Certification Process
- Gartner predicts that by 2010, environmental-related issues will be among the top 5 IT management concerns for more than 50 percent of state and local government organizations
- Federal guidance likely to become more stringent



Women in Defense National Conference 2008

Chapter Photos



Capital Chapter





How to Get What You Want at Work

Jean Stafford
Executive Coaching for Women

JEANSTAFFORD.COM

























Fort Monmouth Chapter













Frederick Chapter















Rocky Mountain Chapter



























National Chapter



